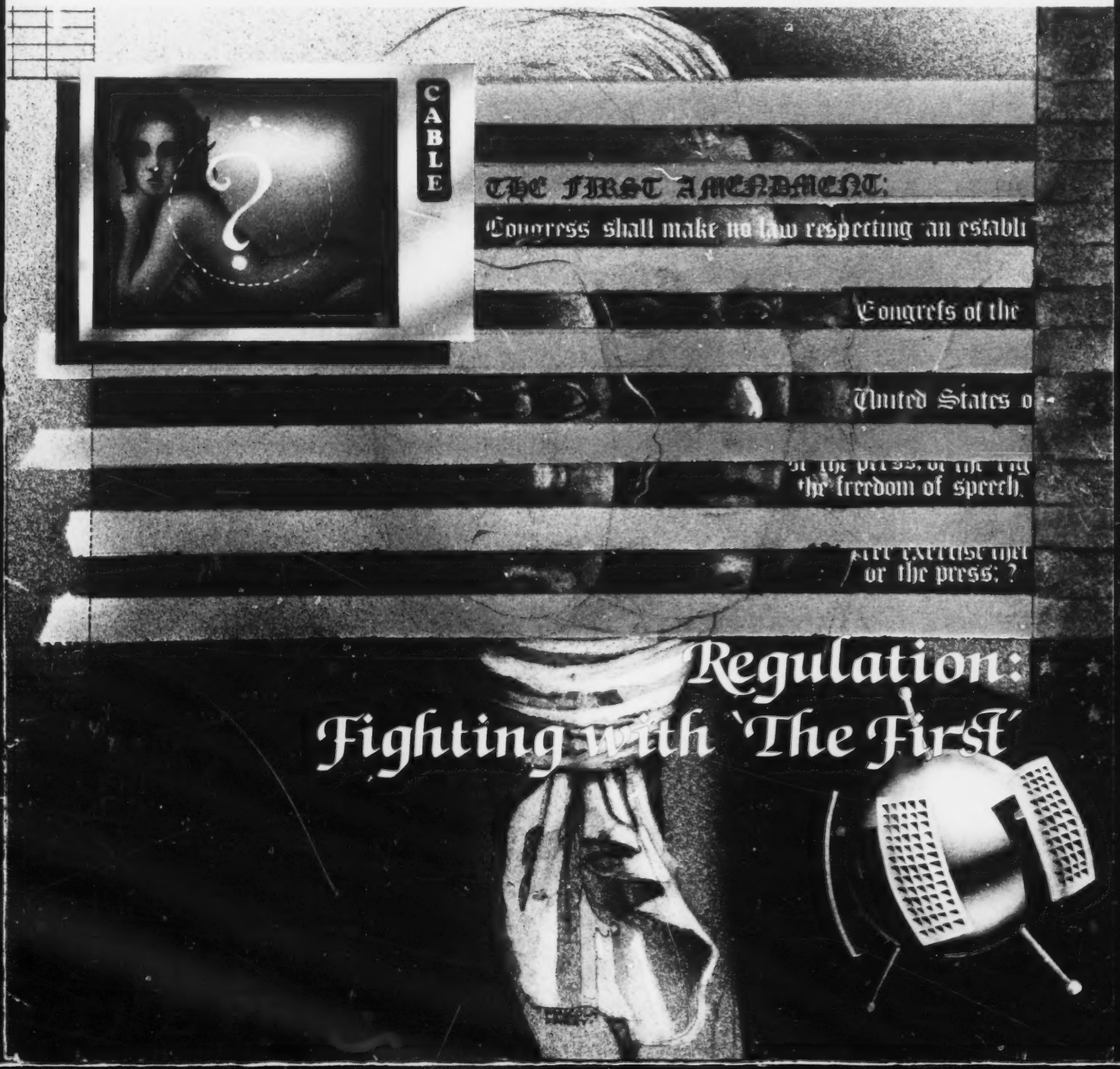
PLUS
BUSINESS
Broadcast holdings in cable

- TBS alters rates, but is it enough to please?
- Consultant okays some W-A Milwaukee scalebacks
- MacLean Hunter abandons monthly Program Guide
- NAB conferees descend on strike-plagued Vegas

CableVision

The news and features weekly of the cable television industry

May 7, 1984



Regulation: Fighting with 'The First'

CableVision

This Week in Cable, pages 12-17

May 7, 1984, Volume 9, Number 36

W-A FRANCHISE REVISIONS

In Milwaukee, the consulting firm of Cooper Associates releases a report recommending the city grant Warner Amex Cable some relief from the franchisng agreement it signed last June. However, the report criticizes some of Warner Amex's proposals, and offers its own suggested modifications.

MACLEAN HUNTER CLOSES BOOK

MacLean Hunter's monthly *Program Guide* will cease publication with the June issue. Changes in the cable industry, problems with marketing the guide through system operators and Warner Amex's decision to replace *Program Guide* with its in-house publication in three of its larger systems all contributed to the Canadian company's decision to pull the plug on the three-year-old cable listings publication.

COPYRIGHT BILL BODES WELL FOR CABLE

House subcommittee members chew over the draft of an omnibus copyright bill that contains good news for cable *and* Hollywood.

PROGRAMMING 18

The number of broadcast independents United Video distributes by satellite will expand to three this summer, when the common carrier begins transmitting Dallas station KTVT-TV via Satcom IV. The new service will be targeted to cable systems located in five Southwestern states, but isn't being pitched as a "Superstation."

MARKETING/ADVERTISING 22

As *The American Baby Show* enters its third year of cablecasting on Satellite Programming Network and CBN, program officials are pleased with advertisers' responses.

BUSINESS 25

A new report by LINK Resources predicts multichannel MDS operations won't offer much competition to existing cable systems. Their best chance for success will be in areas not yet cabled or uneconomical to cable, according to LINK analysts.

GOVERNMENT & LAW 57

Proposed California cable legislation looks to be tame, compared to some of last year's bills. In fact, one of the most important potential new laws is coming from outside the halls of the state's capitol.

TECHNOLOGY 58

In a special product profile section, *CableVision* highlights some of the video equipment manufacturers will unveil and display at this week's National Association of Broadcasters convention.

Departments

BETWEEN THE LINES 5
NEWSWIRE 9
CABLESCOPE 11
LEADING THE WEEK 12
PEOPLE 68
CLASSIFIEDS 71
ADVERTISERS' INDEX 74
EVENTS 75
STOCK MARKET 78
REGIONAL REPORT 80
CABLE STATS 82
PARTING WORDS 86

About the cover

Artist Malcolm Farley acknowledges Thomas Jefferson's role in getting the Founding Fathers to incorporate the Bill of Rights into the Constitution in his cover illustration, which depicts the impact of the First Amendment on cable's deregulation battle.

pages 33-54

PLUS

Regulation: Fighting with the First

As cable television has become a primary conduit for both entertainment and information, the cable industry has sought relief from content regulation by claiming the status of "electronic publisher." The basis of the claim is made under the First Amendment of the Constitution, which states Congress shall make no law abridging freedom of speech or of the press. This week's *CableVision Plus* explores efforts by MSOs to counter government regulation by using the First Amendment argument. It also details the contentions of those who believe "taking the First" shouldn't apply across-the-board. Also in *Plus*: an examination of the cable holdings of major broadcast players.

Titsch Communications Inc.

Robert Titsch, President
Dean J. Kilpatrick, Executive Vice President/Chief Operating Officer
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

Michael B. McCready, Vice President/Publisher
Victor Livingston, Editor-in-Chief (New York)

EDITORIAL:
New York—Cecilia Capuzzi, Sally Russell, Associate Editors; Simon Applebaum, Manager, Editorial Services; Robert DiMatteo, Reviewer; Fred Dawson, Senior Editor.
Denver—Frank Hogan, Managing Editor; Gary Kim, Constance Warren, Loren Finkelstein, Associate Editors; Rosalie Hein, Cable Statistics Editor; Lisa Snyder and Teresa Jemming, Editorial Assistants.
Washington, D.C.—Brooke Gladstone, Associate Editor; Brian Bremner, Reporter.
Los Angeles—Eric Taub, Bureau Chief.

PRODUCTION:
Carol Rush, Production Director; Kathy Berlin, Assistant Production Director; Brad Hamilton, Art Director; Diane Krensky, Yashpal Singh, Nanette Campbell, Earl V. DeWald, Shari Wajda, Francine Stephens, Artists.

ADVERTISING:
Denver—Donna Briggs, National Sales Manager; Cathy Wilson, Senior Account Executive; Marcia Larson, Account Executive; Suzanne Sparrow, Classified Sales Manager; Pam Berke, Marketing Coordinator/Customer Service; Judith Ferland, Circulation Director; Mike Mullins, Circulation; K. Kelly Banwell, Traffic Manager.

OFFICES:
Denver—2500 Curtis St., Denver, Colo. 80205 -or-P.O. Box 5727-TA, Denver, Colo. 80217. (303) 295-0900.
New York—101 Park Ave., Suite 401, New York, N.Y. 10178. (212) 661-7410.
Los Angeles:—101 North Robertson Blvd., Suite 206, Beverly Hills, Calif. 90211. (213) 659-3965.
Washington—1701 K St., NW, Suite 505, Washington, D.C. 20006. (202) 835-0900.

© Titsch Communications, Inc., 1984. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly by Titsch Communications, Inc., 2500 Curtis Street, Suite 200, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217-5727. May 7, 1984. Volume 9, Number 36. Subscription price: 1 year, $64.00; 2 years, $115.00; 3 years, $154.00. Outside USA: 1 yr -$124, 2 yrs -$205, 3 yrs -$274. PREPAYMENT IN U.S. FUNDS ONLY! Second-class postage paid at Denver, Colorado. POSTMASTER: Please send address changes to *CableVision*, P.O. Box 5727-TA, Denver, Colorado, 80217-5727.

BPA

STUDY CLAIMS MMDS NO THREAT

NEW YORK – Do multichannel MDS services pose much of a threat to the established cable television industry? Not in the opinion of LINK Resources Corp.

In a research memo slated to be released in early May, analysts at LINK Resources conclude that despite its low capital cost, multichannel MDS will be complementary – not competitive – to cable. "It's just not going to work in any cabled markets," comments Senior Analyst Arlene Zeichner.

After the Federal Communications Commission reallocated eight Instructional Television Fixed Service (ITFS) channels to MMDS last year, it has been deluged with nearly 16,500 applications for multichannel MDS licenses. Early entrants Microband and Contemporary Communications Corp. have been joined by cable MSOs, broadcasters, SMATV operators, satellite common carriers, newspaper publishers and telephone companies in the quest for the two licenses that will be granted for each MMDS market. Among the cable companies that have filed for such licenses are American Television and Communications, Group W Cable, Warner Amex, Cox Cable, Colony Communications, Daniels & Associates and Capital Cities Cable.

LINK questions whether MMDS can survive as a delivery channel independent of cable operator support, especially in view of the facts that 40 percent of current MDS channels are programmed by cable operators and 75 percent of today's MDS subscribers receive only Home Box Office. LINK's cost projections dispute the claims by MMDS applicants that they will be able to offer programming equivalent to cable fare at a lower cost. Indeed, the firm predicts that subscriber fees for MMDS programming probably will be almost identical to those for cable.

"In LINK's view, MMDS can survive only if offered in an unwired part of a major urban area – most successfully in conjunction with a cable operator, but, in some cases, in competition with a slow-wiring cable operator" – assuming that interested cable operators will be able to convince municipal authorities to allow MMDS as well as SMATV in lieu of cable in unprofitable areas of franchises, the memo states.

Present-day MDS operations have an estimated 500,000 subscribers, a sizable drop from the 750,000 who subscribed at mid-year 1982. According to LINK, these subscribers are clustered in areas that aren't presently served by cable systems. When cable does come into an area served by MDS, the disconnect rate for single-channel MDS usually reaches 90 percent.

After the 16,500 MMDS applications are processed, the FCC plans to grant 10-year licenses to operate MMDS stations as common carriers. Like TV stations and current MDS providers, multichannel MDS operators will be required to lease transmission time on a first-come, first-served basis. The FCC will regulate and control carrier charges and terms of service. In addition, operators will be prohibited from providing more than 50 percent of their on-air time to programmers that have financial or business affiliations with those carriers.

On the cost side, LINK expects present trends in the MDS industry to carry over into multichannel MDS, with carriers providing only transmission equipment. Programmers and/or subscribers will pay for the reception equipment. Upfront costs for transmission equipment will run about $300,000 for a four-channel MMDS operation and $500,000 for an eight-channel operation.

LINK estimates that maintenance costs will run 7 to 9 percent of the capital cost each year, or $24,000 for a four-channel operation and $40,000 for the eight-channel version. In addition, overhead and operating expenses will run approximately 30 percent of each year's gross tariffs received. Interest and depreciation will account for $102,000 a year for four-channel services and $170,000 yearly for eight-channel operations. Based on LINK's

Confidential
Financial Services

Take advantage of our personalized services for brokerage, financing and appraisals

Lester Kamin
& Company

COMMUNICATIONS
BUSINESS BROKERS,
FINANCING, APPRAISALS

RADIO ■ TV ■ CABLE TV
NEWSPAPERS

2020 North Loop West ■ Suite 111
Houston, Texas 77018 ■ 713/957-0310

PLANNING A PRODUCTION
FOR CABLE TV?

Be Sure and Insure with
COHEN INSURANCE
we talk your language

COHEN INSURANCE
Insurance Programs for the Communications Industry
Member AICP

225 West 34th Street, New York, N.Y. 10001
Ron Cohen, Ilys Posner
Telex: 12041 XAS NYK Attn: RONCO
9000 Sunset Blvd., Los Angeles,
California 90069 (213) 858-1848

For more information or to be placed on our mailing list, please clip and return this coupon to:

COHEN INSURANCE
225 West 34th Street
New York, New York 10001
or call:
(212) 244-8075

Please send us your brochure
Please call us for an appointment

5/7/CV

Name
Company
Address
City State Zip
Telephone

COMMITMENT

When buying or selling a cable television system, you want to utilize the services of a broker who is totally committed to your needs and the timely completion of your transaction. You demand and deserve the kind of personal service, responsiveness, and intense effort that only comes with a company such as ours. We invite you to call for more information and look forward to hearing from you. **Charles Greene Associates, 5775 Peachtree-Dunwoody, Bldg. E, Suite 200, Atlanta, Georgia 30342, (404) 256-0228.**

CG **CHARLES GREENE ASSOCIATES**
A Division of AMCOM Inc

The Hallmark of Professional Cable Television Brokerage

LET'S MAKE A DEAL!

FIRSTMARK HAS THE BUYERS, SELLERS AND FINANCING.

Just tell us what you need. As a broker/financer of cable TV property transactions, we can handle all or any part of your transaction. Our 24 years of experience in the industry have given us a list of buyers and sellers and more in-service experience than you'll find anywhere else. Add to that our unique capability to finance the same transactions we broker and you've got a solid deal, put together and financed by one experienced company. That can save time, money and confusion for everyone involved.

We have the contacts and the money. All you have to do is throw the switch. Call Firstmark. Ask for Bill Van Huss.

Firstmark Financial

Firstmark Financial Corp. Communications Finance Div.
110 E. Washington Street Indianapolis, IN 46204
(317) 262-5858

calculations, four-channel operators will spend $169,000 a year with eight-channel service providers paying $300,000 each year.

On the other side of the balance sheet, MMDS operators can expect programmers to pay them between $10,000 and $15,000 each month to four-channel systems and $20,000 to $30,000 for eight-channel operations. In addition, MMDS operators should receive an additional dollar per subscriber each month. Therefore, LINK says, MMDS common carriers have a low risk business with potential for high income, assuming they can find programmers to lease time to.

Several prospective MMDS operators plan to lease ITFS frequencies from educational licensees to get a head-start in the business. However, LINK believes the success of these hybrid entertainment/educational systems will be limited in the face of cable competition because it is unlikely consumers will accept pay stations that provide educational programming by day and entertainment by night.

In addition, such MMDS operators plan to show traditional cable fare with little system specific programming at costs equal to those associated with cable. LINK does believe, however, that these hybrids will be successful in uncabled urban markets, with penetration rates as high as 20 percent—until the area is wired. At that time, LINK analysts predict, disconnects will run as high as 90 percent, echoing the experience of STV in previously uncabled markets.

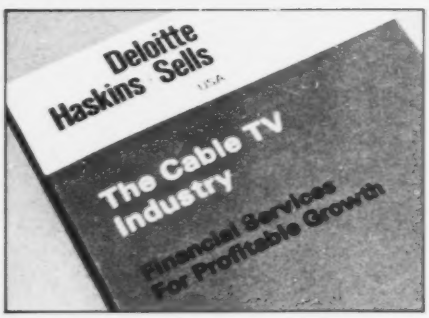
Programming on present-day MDS operations is undifferentiated and mostly devoted to the satellite delivered fare of HBO, Showtime and The Movie Channel. In LINK's view, cable has conditioned the MDS market, with the majority of MDS stations relying on cable fare and cable operators providing the programming to 40 percent of MDS subcsribers.

Besides paying monthly tariffs to MMDS carriers, MMDS programmers likely will provide subscriber receiving equipment (estimated to cost $300 per household); absorb the cost of installing, disconnecting and servicing subcriber equipment (calculated to run $65, $35 and $3.50 per month for each subscriber, respectively); pay advertising ($28 per new subscriber) program guide and billing expenses ($12 per subscriber per year); and cover overhead and reception equipment maintenance (which together should average $180,000 per year).

In return, programming fees for a four-channel system should run $25 a month, with an eight-channel system bringing in $35 per month per subscriber. In addition, programmers should receive $25 in disconnect fees for each former customer (even though the disconnect will cost $35) and $50 in installation fees for each new customer (although installation actually will cost the programmer $65).

LINK believes success in a market competitive with cable depends on several factors: the ability to offer a diverse programming package; the availability of leased ITFS channels; and the ability of the service to offer programming at a lower

We've been watching cable TV for a long time.



And we want to give you the benefit of everything we've learned.

Because in an industry as fast growing as cable TV, you need more than help with your tax and accounting matters.

You need help with your business.

Take financing, for instance. We've developed a computer model called CablePlan that lets you evaluate the possible results of a financial decision before it's made.

The point is, at Deloitte Haskins & Sells you can get guidance on all kinds of accounting, financial and business matters.

Interested? For more information on what we can do for you, call Jay LaMarche at (617) 742-7660 or send in the coupon below.

Send me your package on cable TV.

Mr. Jay R. LaMarche
National Director, Cable TV Industry Group
Deloitte Haskins & Sells
28 State Street
Boston, MA 02109

5/7/CV

NAME

TITLE

COMPANY

ADDRESS

CITY STATE ZIP

Deloitte Haskins+Sells
Beyond the bottom line

price than cable operators.

MMDS will have several advantages: facilities can be turned on in a mere two months; plant costs range from $300,000 to $500,000 well below comparable costs for cable plant; expenses are directly related to the number of subscribers; and operators are free from municipal regulation.

However, its disadvantages are serious. MMDS operators only can offer a maximum of 12 channels at prices above those of cable. They are competing with an entrenched industry in many cases. The MMDS business offers only a low profit margin, especially for programmers. In addition, there will be transmission problems, particularly in urban areas.

MMDS operators who choose to compete with cable face an uphill battle, according to LINK. More successful will

MMDS programmer cost and revenues

Costs:

Capital costs:

reception equipment $250-300 per new sub

Operational costs:

installation:	$65.00 / new sub
disconnects:	$35.00 /
programming fees:	$4.60 / pay channel / month $0.10 / basic / month
advertising / sales:	$28.00 / new sub
program guide / billing:	$12.00 / sub
service fees:	$3.50 / sub
tariffs:	$12,000.00 / month 4-channel + $1.00 / sub / month $25,000.00 / month 8-channel + $1.00 / sub / month
other fixed costs: (salaries, rent travel, legal, utilities, insurance, etc.)	$180,000.00

Revenues*:

subscriber monthly fees:	$25.00-$35.00 / sub / month
disconnect fees:	$25.00 / sub
installation fees:	$50.00 / sub

*Possible additional revenues from advertiser-supported basic services have not been included as they are impossible to determine at this time. It is unlikely that they will be significant before 1990.

Source: LINK

Viability of multichannel MDS systems in top 50 markets

Markets	Range of potential subscribers	Average potential subscribers
1-59	34,000-3,124,000	1,770,800
6-10	627,000-892,000	732,400
11-15	455,000-591,000	519,600
16-20	406,000-451,000	419,800
21-25	302,000-341,000	319,400
26-30	253,000-297,000	271,400
31-35	204,000-242,000	222,800
36-40	170,000-190,000	179,800
41-45	111,000-147,000	126,600
46-50	42,000-97,000	70,400
50	42,000-3,214,000	463,300

Source: Browne, Bortz & Coddington

Serving Cable Operators as THE Acquisition Specialists

THE TED HEPBURN COMPANY

Todd Hepburn, VP, CATV Division
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Knowing what it is does not tell you how to use it.

A baseball in the hands of a child is a toy. But in the hands of a major league pitcher, it is a precision instrument. The difference is more than size and strength; it is expertise and experience.

Heller-Oak's experience and know-how in lending money to the communications industry is why we feel "Professionalism is Priceless." We bring to each meeting the willingness to find a way to make things happen, to make things work. If you need this kind of professionalism, call Chris Flor at 312/621-7665 or Matt Breyne at 312/621-7638.

"Professionalism is Priceless"

finance is more than lending at

Heller-Oak Communications Finance Corp.

105 West Adams Street, Chicago, IL 60603

BUSINESS

be those MMDS operators who team up with cable companies to enter those areas not profitable for cable to reach, either because of sparse population or downscale demographics. They will have an easier time of it because cable MSOs can buy programming at a discount.

"It is possible that those areas that are unprofitable for cable may prove to be unprofitable for MMDS as well, particularly those areas with downscale demographics. The final outcome will depend on levels of cooperation between municipal authorities, cable operators and MMDS carriers and programmers. If there is a great deal of cooperation, best-case penetration of 6.9 million subscribers may be reached; if there isn't, worst-case penetration of .9 million is more likely," LINK predicts.

Against DBS, LINK expects MMDS to do better in urban areas when it's not competing with cable. Meanwhile, DBS will become limited to rural areas. Competing with SMATV, MMDS should prove a viable alternative in urban areas without a sufficient number of buildings with the 400-plus households necessary for SMATV. However, in large buildings, SMATV should outstrip MMDS because it can offer more programming choices at a lower price. And in the single-channel environment, MMDS easily should dominate where single-channel MDS, STV and LPTV services are the only alternative programming choices.

According to the LINK research memo, MMDS will not become an established nationwide service until 1988, in large part because of the drawn-out licensing process. The industry will be competitive with what LINK calls "marginal television delivery channels"—DBS, SMATV and one-channel services such as MDS, STV and LPTV—but will offer little if any competition to cable.

"MMDS can provide a viable alternative to cable in those areas that are not lucrative to cable operators. Given the high costs of marketing, billing, service, sales and, most significantly, programming, LINK does not forecast widespread success for MMDS programmers. However, liaisons between cable operators and MMDS operators should prove of benefit to both players," the memo concludes.

—Sally Russell

Notes

■ M/A-COM won an order worth more than $3 million to provide Uninet Inc. with additional packet switching equipment. The original order for similar hardware as well as software was announced last summer.

■ A new communications consulting service called The Planned Technology Corp. has begun operation in Dallas. The new firm offers a variety of telecommunications engineering packages, including satellite frequency analysis and coordination, adjacent satellite interference analysis and network design. The address of the new company, run by President Jeffrey Collins, is P.O. Box 796213, Dallas, Texas, 75379, (214) 867-1971.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
ESPN	6
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
SCAN	3
SPN	3
Trinity	17

Satcom V—Launched 4th quarter 1982, no cable
Satcom I-R—Launched April 7, 1983, no national programming services
Satcom II-R—Launched Sept. 8, 1983, no cable

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
Biznet	12X
ARTS and Entertainment	12D
BET	12X
The Disney Channel (Wold Communications)	5X, 6X
Nashville Network (Group W)	9D
National Jewish Television	12X
The Pleasure Channel	11X
Pro Am Sports System	7X
SelecTV (Wold Communications)	3D
Sportsvue	4X
Tele Auction	12X
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	5V, 6V
The Silent Network	9H

Galaxy I (Hughes)	**Transponder**
CBN	11
C-SPAN	13
The Disney Channel	4, 24
GalaVision (SIN)	20
HBO	23
Home Team Sports	12
The Movie Channel	14
Nashville Network	2
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: Titsch Communications, Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,766,000	(1/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,998,141	(3/84)
4	Cox Cable Communications inc	1,482,105	(3/84)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc	1,362,000	(12/83)
7	Times Mirror Cable TV Inc	951,892	(3/84)
8	Continental Cablevision	859,000	(3/84)
9	Newhouse Broadcasting	826,406	(3/84)
10	Viacom Cablevision	743,059	(3/84)
11	United Cable Television Corp	641,000	(2/84)
12	Sammons Communications, Inc	588,500	(3/84)
13	Rogers Cablesystems, Inc	515,844	(3/84)
14	Cablevision Systems Development	479,000	(2/84)
15	Comcast Cable Communications	455,000	(3/84)
16	Telecable Corporation	392,397	(3/84)
17	Jones Intercable	380,674	(3/84)
18	Heritage Communications Inc	376,496	(3/84)
19	Capital Cities Cable, Inc	353,041	(3/84)
20	UA Cablesystems Corp	345,500	(3/84)
21	General Electric Cablevision	324,700	(3/84)
22	Wometco Cable TV Inc	284,593	(3/84)
23	Century Communications Corp	270,000	(1/84)
24	Prime Cable Corporation	268,342	(3/84)
25	Multimedia Cablevision, Inc	256,908	(3/84)
26	Centel Cable Television Company	239,777	(3/84)
27	TCA Group	236,498	(2/84)
28	Daniels & Associates Inc	231,364	(1/84)
29	Maclean Hunter Cable TV Ltd	231,293	(1/84)
30	Service Electric Cable TV Inc	189,500	(1/84)
31	American Cablesystems Corp	189,450	(3/84)
32	Scripps Howard Cable Services Co	188,209	(3/84)
33	Communications Service, Inc	175,000	(9/83)
34	Colony Communications, Inc	174,852	(3/84)
35	Rollins, Inc	170,900	(3/84)
36	Cable Vision Industries	165,662	(3/84)
37	Cablentertainment	162,648	(2/84)
38	Tribune Cable Communications	156,176	(3/84)
39	Western Communications	148,378	(3/84)
40	McDonald Group	139,585	(6/83)
41	Adams-Russell Communications	127,998	(3/84)
42	Midcontinent Cable Systems Company[4]	127,466	(3/84)
43	Harron Communications Corporation	122,607	(3/84)
44	Midwest Video Corporation	118,102	(8/83)
45	Buckeye Cablevision	114,144	(3/84)
46	Adelphia Communications	113,947	(3/84)
47	McCaw Communications	113,700	(3/84)
48	Sutton Capital Group[1]	112,850	(2/84)
49	Televents Inc	108,797	(3/84)
50	Armstrong Utilities	103,838	(3/84)
51	Falcon Communications	100,000	(2/84)
52	Harris Cable Corporation	98,000	(12/83)
53	Communications Systems, Inc	94,841	(2/84)
54	US Cable Corp	90,000	(3/84)
55	Lenfest Group	88,413	(3/84)
56	Multi-Channel TV Cable Company	87,472	(12/83)
57	Summit Communications	86,844	(3/84)
58	Greater Media	83,257	(3/84)
59	McClatchy Newspapers	82,588	(3/84)
60	Perry Cable TV Corporation	80,185	(3/84)
61	King Videocable Co	79,789	(3/84)
62	Palmer Communications	78,224	(3/84)
63	National Telecommunications Corp	76,655	(12/83)
64	The Essex Group	75,433	(3/84)
65	WEHCO Video Inc	72,801	(3/84)
66	Ultracom Inc	69,881	(3/84)
67	Omega Communications	68,000	(12/83)
68	Acton Corp	67,622	(12/83)
69	Booth Communications Company	67,433	(3/84)
70	Wabash Cablevision	67,300	(3/84)
71	Susquehanna Broadcasting	65,622	(3/84)
72	Sonic Cable TV	63,648	(3/84)
73	Cable Management Associates Inc	63,500	(3/84)
74	Pencor Services, Inc	59,098	(3/84)
75	Marst- Media	55,581	(3/84)
76	Selkirk Communications	53,800	(3/84)
77	Omni Cable TV Corp	52,509	(12/83)
78	The Daily Press	52,000	(2/84)
79	Simmons Communications	46,750	(3/84)
80	Matrix Enterprises	43,330	(3/84)
81	Helicon Corporation	42,900	(3/84)
82	Chambers Communications Corp	40,896	(3/84)
83	Donrey Cablevision	40,399	(3/84)
84	Harte Hanks Communications	40,391	(2/84)
85	Joseph Gans	38,901	(12/83)
86	Combined Cable Corporation	38,000	(3/84)
87	Consolidated Cable Systems	37,200	(3/84)
88	National Cablesystems Inc	37,035	(12/83)
89	Clear TV Cable Corporation	36,949	(12/83)
90	Masada Corporation	35,827	(3/84)
91	New England Cablevision, Inc	34,553	(3/84)
92	United Video Management	33,400	(2/84)
93	Multivision Group	33,106	(3/84)
94	Cable Holdings, Inc	32,479	(3/84)
95	Wisconsin Cablevision and Radio Co., Inc	32,075	(3/84)
96	Star CATV Investment Corp	31,788	(3/84)
97	First Carolina Communications Inc	30,900	(3/84)
98	Southern Cablevision	30,000	(4/83)
99	United Broadcasting Company	30,000	(3/84)
100	Mid America Media	29,285	(1/84)

1 Includes MetroVision, NewChannels, Vision Cable
2 Includes TCI acquisitions
3 Includes Tar River Communications
4 Includes systems owned and with controlling interest
5 Includes owned and partially owned systems
Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	241,301	(3/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	174,083	(3/84)
7	East Orange, NJ	Maclean Hunter	157,711	(1/84)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	129,100	(3/84)
10	Tulsa, OK	United Cable	113,053	(2/84)
11	Audubon, NJ	Independent	111,987	(3/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Atlanta, Metro Area	Prime Cable	106,000	(2/84)
14	Baltimore County, MD	Comcast Cable	106,000	(3/84)
15	Erie County, NY	Prime Cable Corp	105,537	(3/84)
16	Tidewater (Norfolk), VA	Cox Cable	103,083	(3/84)
17	San Jose, CA	Gill Industries	102,100	(3/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Memphis, TN	ATC	94,300	(12/83)
21	Seattle, WA	Group W Cable	94,212	(3/84)
22	Toledo, OH	Buckeye Cablevision	94,000	(3/84)
23	Central Islip, NY	Viacom Cablevision	93,308	(3/84)
24	Jacksonville, FL	Continental	93,000	(3/84)
25	Jefferson Parish (Kenner), LA	Cox Cable	92,485	(3/84)
26	Manhattan, NY	Group W Cable	89,536	(3/84)
27	Englewood, CO	United Cable	87,292	(2/84)
28	San Francisco, CA	Viacom Cablevision	85,465	(3/84)
29	Greater San Juan, PR	Harris Cable	83,000	(12/83)
30	Grand Rapids, MI	General Electric	80,100	(3/84)
31	Wichita, KA	Multimedia Cablevision	79,975	(3/84)
32	Wilmington, DE	Rollins Cable	79,800	(3/84)
33	San Diego, CA	ATC	78,900	(12/83)
34	Dallas, TX	Warner Amex	76,059	(12/83)
35	Seattle, WA	Viacom Cablevision	75,605	(3/84)
36	Phoenix, AZ	Times Mirror	72,781	(3/84)
37	Pittsburgh, PA	Warner Amex	72,045	(12/83)
38	Flint, MI	Comcast Cable	70,000	(3/84)
39	New Orleans, LA	Cox Cable	68,229	(3/84)
40	Richmond-Henrico County, VA	Continental	66,106	(2/84)
41	Omaha, NE	Cox Cable	66,102	(3/84)
42	South Bend, IN	Heritage	65,924	(3/84)
43	Tacoma, WA	Independent	64,950	(3/84)
44	Charlotte, NC	ATC	64,600	(12/83)
45	Louisville, KY	Times Mirror	64,308	(3/84)
46	Santa Monica, CA	Group W Cable	64,169	(3/84)
47	Broward County, FL	Storer	64,166	(2/84)
48	Baton Rouge, LA	Daniels & Assoc	63,916	(1/84)
49	Cleveland Heights, OH	Viacom Cablevision	63,542	(3/84)
50	Jefferson County, KY	Storer	63,044	(2/84)
51	Columbus, OH	Warner Amex	62,523	(12/83)
52	Pompano Beach, FL	American Cablesystems	62,150	(3/84)
53	Oklahoma City, OK	Cox Cable	60,604	(3/84)
54	Buffalo, NY	TCI	60,439	(1/84)
55	St. Petersburg, FL	Group W Cable	60,404	(3/84)
56	Allentown, PA	Service Electric Cable	60,000	(1/84)
57	Boston Complex (Malden), MA	Warner Amex	59,753	(2/84)
58	Kansas City, MO	ATC	59,100	(12/83)
59	Indianapolis, IN	Wabash Cablevision	59,000	(3/84)
60	Santa Barbara, CA	Cox Cable	58,856	(3/84)
61	Snohomish County, WA	Viacom Cablevision	58,511	(3/84)
62	El Paso, TX	Group W Cable	58,401	(3/84)
63	Akron, OH	Warner Amex	58,339	(12/83)
64	Clearwater, FL	Newhouse Broadcasting	58,000	(3/84)
65	Syracuse Suburbs, NY	New Channels Corp	58,000	(3/84)
66	Monterey, CA	Western Communications	57,904	(3/84)
67	Sarasota, FL	Storer Cable	57,014	(2/84)
68	Harrisburg, PA	Sammons Communications	57,000	(3/84)
69	Hartford, CT	Times Mirror	55,572	(3/84)
70	New Britain, CT	United Cable	55,422	(2/84)
71	Las Vegas, NV	Times Mirror	55,219	(3/84)
72	Chicago Suburbians (Oak Park), IL	CableVision	55,000	(1/84)
73	Allentown, PA	Independent	55,000	(3/84)
74	Des Moines, IA	Heritage Communication	54,883	(3/84)
75	Columbus, OH	Coaxial Communications	54,300	(1/84)
76	Binghamton, NY	NewChannels Corp	54,041	(3/84)
77	Nashville, TN	Viacom	53,953	(3/84)
78	New Haven, CT	Storer	52,884	(2/84)
79	Port Arthur, TX	TCI	52,470	(12/83)
80	Knoxville, TN	TeleScripps	51,777	(3/84)
81	Shreveport, LA	ATC	51,400	(12/83)
82	Escondido/San Diego, City, CA	Times Mirror	51,299	(3/84)
83	Bridgeport, CT	Cablevision/Scripps Howard	51,160	(1/84)
84	Canton, OH	Warner Amex	51,086	(12/83)
85	Worcester (Leicester), MA	Greater Media	50,751	(3/84)
86	Charleston, SC	Storer	50,728	(2/84)
87	Jackson, MS	ATC	50,700	(12/83)
88	Westchester County, NY	UA Cablesystems	50,600	(3/84)
89	San Rafael/Marin City, CA	Viacom	50,031	(3/84)
90	Reading, PA	ATC	50,000	(12/83)
91	Lexington, KY	Telecable Corp	49,535	(3/84)
92	Chattanooga, TN	TeleScripps	49,349	(1/84)
93	Albuquerque, NM	Tribune Cable	48,950	(3/84)
94	Winston-Salem, NC	Summit Communications	48,269	(3/84)
95	Quint Cities, IL	Cox Cable	48,109	(3/84)
96	Northridge, CA	Cable America	48,000	(3/84)
97	Peoria, IL	General Electric	47,900	(3/84)
98	Albany, NY	ATC	46,700	(12/83)
99	Birmingham, AL	ATC	46,600	(12/83)
100	Spokane, WA	ATC	46,227	(3/84)

1 Includes Orlando, FL and Melbourne, FL
2 Includes DeKalb, GA, Atlanta, GA and East Pt, College, GA

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc